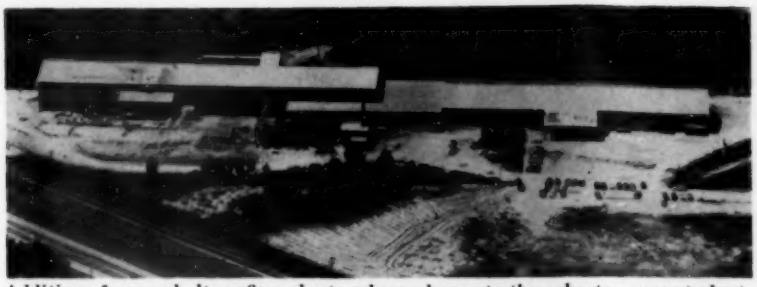
INDEX TO ARTICLES APPEARING IN
American Roofer & Siding Contractor
January through December, 1954

SUBJECT	MONTH	PAGE
ROOFING APPLICATION AND PRACTICE		
Two-Piece Cap Flashing Is Now Available in Copper	January	11
Color Planning Can Turn Small Job Into Big One	January	12
GM Disaster Prompts Tests of New Roof Coatings	February	8
Causes and Prevention of Roof Failures	February	10
Nailing Asphalt Shingles: Revised Methods	March	16
Select Equipment Carefully—Save Time, Money, Men	April	11
Neat, Clean Application Sells More B-U Jobs	April	13
How to Apply Shingles on Low Slope Roofs	April	15
Aluminum Shingles with Shadow Lines	May	13
Rotary Layer Solves Problem on Big B-U Job	June	16
Survey of 1600 Owners Indicates Trend to Pastel Colors in Roofs	June	20
New Butterfly Roof Features Foamed Glass Insulation	July	14
Jute Membrane Fabric Passes Rigorous Tests	August	12
GM Loss Spurs Development of Fire-Resistant Vapor Barrier	August	14
Built-Up Roof Now Requires Most "Know-How" in History	September	16
Largest Auto Plant in East Roofed by Local Contractor	September	18
Mechanized Equipment Revolutionizing B-U Roofing	October	11
"Unitizing" Shingles for Quick Handling & Cheap Storage	October	13
Sizing Roof Drain with Tables	October	16
Basement Waterproofing	November	14
"No-Wall House" Features Asbestos Roof	November	17
Aluminum Roll Roofing Gets First Barn Application	December	10
Using Spray Equipment on Foundation Waterproofing	December	14
SIDING APPLICATION PRACTICE		
"Siding Better Than Ever"	March	15
Carefully Applied Siding Is Its Own Salesman for More Jobs	May	16
Applying Insulating Siding to New Homes	June	14
Tips on Siding New Homes & Structures	July	13
Asbestos Siding: Tips on Modernization	October	14
7 Ways to Win Summer Siding Business	November	11
SELLING AND ADVERTISING		
Uniforms Heighten Prestige and Morals	January	8
"No" Answer May Imply a Silent Competitor	January	10
One-Man Charm School	February	12
Want to Stop Selling Slumps? Be Own Prospect!	March	43
Test New Lines Constantly to Avoid Slow Strangulation	April	21
Of Course the Prospect Will Buy!	May	9
LISTEN, yes, but also STOP, ask key questions, and LOOK	May	18
Because It's June! Write Ads!—Buy Equipment!—Take Pix!	June	18
Confidence and Enthusiasm Are the Pepper and Salt of Selling	June	23
Sincere Ads, Tersely Worded, Make More Roofing and Siding Sales	July	16
Five Ways to Frame the Right Question to Close a Sale	August	14
How to Make Red Book Advertisements Pay Off	October	19
How the 1954 Income Tax Law Can Help You Sell More Jobs	November	9
Hire Salesmen Scientifically to Cut Turnover Merry-Go-Round	December	18
CONTRACTORS, U.S.A.: HOW THEY DO BUSINESS		
Recipe for Flat Roof Success: Stick to Specs	January	13
Effective Sales Promotion Keys Climb to Top	February	9
Well-Equipped "Small Roofer" Overcomes Weather Hazards	March	26
TV Fame Helps McGees' Sell Roofing and Siding	March	38
Year-Round Labor Force Insures Dollars for Roofer	April	16
Sideline: Hardware. It Spells SUCCESS	May	14
Contractor's Fine Work Gains Acceptance for Newly Marketed Sidings	July	12
Roofer's Analytic Records Win Him Low Bid Contracts	August	15
Firm's Modern Front Gains Nation-Wide Recognition	September	17
Low Pressure Selling Works Best in Small City	October	18
Firm Expands from Just Roofing to All-Round Modernizing	November	13
EDITORIALS, REPORTS, REGULATIONS		
Size of "Fix-Up" Market May Become Regular Census Study	January	5
Founders to Be Honored at NERSICA Convention	January	14
Better Year Dependent on Quality Salesmanship	February	7
FHA Commissioner Tops NERSICA Speakers	February	13
"Roofers' Roofers" NRCA '54 Theme	February	13
Wholesalers' Meeting Stresses Knowledge	February	14
Motor Caravan for National Sales Program	February	32
NERSICA Show to Hear Hollyday, Reitell	March	23
NERSICA Convention Floor Plan & Exhibitor Key	March	24
Forum, Mardi Gras Top NRCA Convention	March	32
NRCA Floor Plan & Exhibitor Key	March	32
California Assoc. Installs New Officers	March	50
"Continuous Advertising Plan" Stressed at NRCA Show	April	18
NRCA Show Photographs	April	19
FHA Improvements Detailed at NERSICA Show	May	10
Built-Up Roofing Forum (NERSICA)	May	11
FHA Loans to Continue! Mason's Recommendations	June	13
Senate Passes FHA Bill: Bans Luxury Loans	July	11
Roofers Meet All Over U.S.A.	July	17
100th Anniversary Barrett Division	July	18
FHA Amendments in Doubt, Probes Slow Bill	August	11
Open-End Mortgages Now Under FHA	September	11
NERSICA Western Sales Clinic Set for Utah	September	20
FHA Violators Now Subject to Field Office Rejection	November	12
Rolling Salesroom Goes Right Into Prospect's Back Yard	December	12

INDEX TO ARTICLES APPEARING IN
American Roofer & Siding Contractor
January through December, 1954

SUBJECT	MONTH	PAGE
ROOFING APPLICATION AND PRACTICE		
Two-Piece Cap Flashing Is Now Available in Copper	January	11
Color Planning Can Turn Small Job Into Big One	January	12
GM Disaster Prompts Tests of New Roof Coatings	February	8
Causes and Prevention of Roof Failures	February	10
Nailing Asphalt Shingles: Revised Methods	March	16
Select Equipment Carefully—Save Time, Money, Men	April	11
Neat, Clean Application Sells More B-U Jobs	April	13
How to Apply Shingles on Low Slope Roofs	April	15
Aluminum Shingles with Shadow Lines	May	13
Rotary Layer Solves Problem on Big B-U Job	June	16
Survey of 1600 Owners Indicates Trend to Pastel Colors in Roofs	June	20
New Butterfly Roof Features Foamed Glass Insulation	July	14
Jute Membrane Fabric Passes Rigorous Tests	August	12
GM Loss Spurs Development of Fire-Resistant Vapor Barrier	August	14
Built-Up Roof Now Requires Most "Know-How" in History	September	16
Largest Auto Plant in East Roofed by Local Contractor	September	18
Mechanized Equipment Revolutionizing B-U Roofing	October	11
"Unitizing" Shingles for Quick Handling & Cheap Storage	October	13
Sizing Roof Drain with Tables	October	16
Basement Waterproofing	November	14
"No-Wall House" Features Asbestos Roof	November	17
Aluminum Roll Roofing Gets First Barn Application	December	10
Using Spray Equipment on Foundation Waterproofing	December	14
SIDING APPLICATION PRACTICE		
"Siding Better Than Ever"	March	15
Carefully Applied Siding Is Its Own Salesman for More Jobs	May	16
Applying Insulating Siding to New Homes	June	14
Tips on Siding New Homes & Structures	July	13
Asbestos Siding: Tips on Modernization	October	14
7 Ways to Win Summer Siding Business	November	11
SELLING AND ADVERTISING		
Uniforms Heighten Prestige and Morals	January	8
"No" Answer May Imply a Silent Competitor	January	10
One-Man Charm School	February	12
Want to Stop Selling Slumps? Be Own Prospect!	March	43
Test New Lines Constantly to Avoid Slow Strangulation	April	21
Of Course the Prospect Will Buy!	May	9
LISTEN, yes, but also STOP, ask key questions, and LOOK	May	18
Because It's June! Write Ads!—Buy Equipment!—Take Pix!	June	18
Confidence and Enthusiasm Are the Pepper and Salt of Selling	June	23
Sincere Ads, Tersely Worded, Make More Roofing and Siding Sales	July	16
Five Ways to Frame the Right Question to Close a Sale	August	14
How to Make Red Book Advertisements Pay Off	October	19
How the 1954 Income Tax Law Can Help You Sell More Jobs	November	9
Hire Salesmen Scientifically to Cut Turnover Merry-Go-Round	December	18
CONTRACTORS, U.S.A.: HOW THEY DO BUSINESS		
Recipe for Flat Roof Success: Stick to Specs	January	13
Effective Sales Promotion Keys Climb to Top	February	9
Well-Equipped "Small Roofer" Overcomes Weather Hazards	March	26
TV Fame Helps McGees' Sell Roofing and Siding	March	38
Year-Round Labor Force Insures Dollars for Roofer	April	16
Sideline: Hardware. It Spells SUCCESS	May	14
Contractor's Fine Work Gains Acceptance for Newly Marketed Sidings	July	12
Roofer's Analytic Records Win Him Low Bid Contracts	August	15
Firm's Modern Front Gains Nation-Wide Recognition	September	17
Low Pressure Selling Works Best in Small City	October	18
Firm Expands from Just Roofing to All-Round Modernizing	November	13
EDITORIALS, REPORTS, REGULATIONS		
Size of "Fix-Up" Market May Become Regular Census Study	January	5
Founders to Be Honored at NERSICA Convention	January	14
Better Year Dependent on Quality Salesmanship	February	7
FHA Commissioner Tops NERSICA Speakers	February	13
"Roofers' Roofers" NRCA '54 Theme	February	13
Wholesalers' Meeting Stresses Knowledge	February	14
Motor Caravan for National Sales Program	February	32
NERSICA Show to Hear Hollyday, Reitell	March	23
NERSICA Convention Floor Plan & Exhibitor Key	March	24
Forum, Mardi Gras Top NRCA Convention	March	32
NRCA Floor Plan & Exhibitor Key	March	32
California Assoc. Installs New Officers	March	50
"Continuous Advertising Plan" Stressed at NRCA Show	April	18
NRCA Show Photographs	April	19
FHA Improvements Detailed at NERSICA Show	May	10
Built-Up Roofing Forum (NERSICA)	May	11
FHA Loans to Continue! Mason's Recommendations	June	13
Senate Passes FHA Bill: Bans Luxury Loans	July	11
Roofers Meet All Over U.S.A.	July	17
100th Anniversary Barrett Division	July	18
FHA Amendments in Doubt, Probes Slow Bill	August	11
Open-End Mortgages Now Under FHA	September	11
NERSICA Western Sales Clinic Set for Utah	September	20
FHA Violators Now Subject to Field Office Rejection	November	12
Rolling Salesroom Goes Right Into Prospect's Back Yard	December	12

Carey Adds Asphalt Roofing Plant And Warehouse In Texas



Addition of an asphalt roofing plant and warehouse to the asbestos-cement plant at Houston, Texas, is evidence of Philip Carey's expansion in serving the Southwest.

Mr. L. W. Clarke, vice-president in charge of sales, The Philip Carey Mfg. Company, has announced that his company has a large expansion program nearing completion at the Houston, Texas plant. Carey now has an asbestos-cement plant in operation at Post Oak Road and Hempstead Highway. This new addition at the present location includes an asphalt roofing plant and warehouse.

The Houston expansion is the major part of an international program that calls for manufacturing facilities and warehouse at Toronto, Canada; warehouse at Boston, Mass., and Atlanta, Ga. Mr. Clarke stated that the Houston development was further fulfillment of Carey policy to grow and expand with the Southwest. He went on to say that tonnage capacity of the new roofing plant was 100,000 tons per year. The Houston plant will serve lumber dealers, builders and remodeling contractors in a six state area. The plant will furnish one source buying facilities, immediate service with truckload delivery overnight, color blends especially designed for the Southwest and personal service from the Carey representative.

Pittsburgh Landmark Gets New Life

They say on a winter evening, when the fire is low, and all is quiet in the big house on Sixth Avenue in Pittsburgh, Pa., that people with imagination can hear the strains of "Old Black Joe" echoing through the halls.

If they can be heard anywhere, 439 Sixth Avenue is certainly the place to hear them. For here the great Stephen

(Continued on Page 22)

ANNUAL INDEX (Continued)

SUBJECT	MONTH	PAGE
MANAGEMENT		
Improved Services Will Bring More Business	January	7
Incentive Programs Needed to Offset Competition	January	7
Some Employee Taxes Not Needed, Six Rules	January	17
Roofer's Analytic Records Win Low Bid Contracts	August	15
Better Office Management Increases Profits	August	18
How 1954 Income Tax Law Helps Sell More Jobs	November	9
When a Roofer Is Injured on Job Who Is Responsible?	December	9
TOOLS AND EQUIPMENT		
Uniforms Heighten Firm's Prestige	January	8
Select Equipment Carefully	April	11
Rotary Layer Solves Knotty Problem	June	16
Mechanized Equipment Revolution	October	11
WATERPROOFING, DAMPPROOFING, INSULATION		
Sprayed-On Plastic Solves Difficult Job	February	16
Jute Membrane Fabric Passes Tests	August	12
Basement Waterproofing Is Easy	November	14
Fireproof Building Features Glass Insulation	November	19
Spray Equipment for Foundation Waterproofing	December	14
GUTTERS, LEADERS & DOWNSPOUTS		
Two-Piece Cap Flashing Available in Copper	January	11
Roofing Contractor Develops Combined Gravel-Stop Gutter	September	14
Sizing Roof Drains & Leaders	October	16
MISCELLANEOUS		
Cartoons for Contractors' Advertising	February	16
Exec. Tells Sheet Metal Men to Call Selves Roofers	March	36
Expansion Fasteners Secure Objects Without Tearing	April	28
Bird Repellent Line Promotes Business	September	12

WHAT'S NEW

Page	Page	Page
January 18	May 22	September ... 23
February 15	June 24	October 24
March 35	July 19	November ... 18
April 22	August 22	December ... 20

KINKS AND SHORTCUTS

Page	Page	Page
January 21	June 26	October 26
February ... 25	July 31	November ... 21
March 48	August 33	December ... 34
May 26	September ... 45	

If there is any particular article that you want to read in a back issue of AMERICAN ROOFER & SIDING CONTRACTOR, just fill out the coupon and it will be sent to you immediately.

Back Issues 35c each.

Please send me the following back issues.

Issues .....

Name .....

Address .....

City and State .....

AMERICAN ROOFER & SIDING CONTRACTOR
425 4th Ave. NEW YORK 16, N. Y.